

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

CINEMAS- Special rates of admission and to convert M/s. Krishna, Kaveri and Kalyani theatres (Presently known as S2 – Screen 1, 2 and 3), Nellore into Multiplex Complex and limiting the number of shows to 5 per day between 10.00 A.M. to 1.00 A.M. – Permission accorded -Orders – Issued.

HOME (GENERAL) DEPARTMENT

G.O.MS.NO. 17

**Dated 16-02-2015
Read the following:-**

1. From the District Collector, Sri Potti Sriramulu Nellore, District dated 01.08.2014 and 26.8.2014.
2. From the Asst.Registrar, A.P.H.C., Interim orders in WPMP No.23928 of 2014 in W.P.No.19084 of 2014., dt.10.7.2014.
3. Representation received from the Sri M.Adithya Reddy, Authorised Signatory of Krishnaveni Film Exhibitors Pvt Ltd, Nellore, dated 12-06-2014 addressed to the Jt. Collector, Nellore.

ORDER:

In the reference 1st read above, the District Collector, Sri Potti Sriramulu Nellore has stated that Sri M. Adithya Reddy, Authorized Signatory of Krishnaveni Film Exhibitors Pvt. Ltd., Nellore has filed a Writ Petition No.19084/2014 in the Hon'ble High Court, Andhra Pradesh, requesting to direct the Government (Respondent Prl. Secretary to Government, Home), to permit them to run M/s. Krishna, Kaveri and Kalyani theatres (Presently known as S2 – Screen 1, 2 and 3), Nellore with the following enhanced rates of admission.

Class	Existing rates of admission	Proposed rate of admission
Gold	100	130
Elite	80	110
Economy	60	60

2. In the reference 2nd read above, the Hon'ble High Court of A.P. has directed the Respondents (the Principal Secretary to Government, Home Department and the District Collector, Nellore) to show cause as to why application dt.12.6.2014 should not be complied with and made the interim direction as prayed for.

3. In the reference 3rd read above, Sri M.Adithya Reddy, Authorised Signatory of Krishnaveni Film Exhibitors Private Limited, Nellore has stated that they are providing the following features in the proposed Multiplex:-

- Box office information display in LCD
- 4D projection advanced technology
- 4K Projector (Barko) and silver screens
- Latest equipments as per fire fighting norms like smoke detectors and alarming system, sprinklers etc.
- Latest equipped restrooms like censor based urinals, hand wash with full-fledged manpower to make it clean and shine round the clock'

(p.t.o.)

- Computerized ticket printing for transparency, ticket books through call centre and home delivery facility
- Centralized air conditioning in all areas in the theatre
- Sophisticated kitchen equipments ;using for the quality food supply
- Computerized billing concession counters
- Cleaning after each show exits
- The best Parking facility in the town with full-fledged security protection.
- Seating capacity reduced from the earlier total capacity of the movie complex to make spacious and comfortable seating to the audience.
- Recliner Sofas in Gold class and deluxe cushioned push back seats for Elite and Economy classes.
- Sufficient space between rows of seats as provided in Multiplex theaters in GHMC area.
- The 3 theaters have the following classes for the cine goers:
 - a) One Gold class with recliner sofas.
 - b) Elite and Economy class having deluxe push back seats
 - c) Spice Kitchen Multi cuisine Restaurant.

4. Sri M.Adithya Reddy in his representation has requested for the grant of certain equitable relaxations for consideration which are enumerated and to continue (5) shows per day as follows :-

SCREEN 1:

Class	Capacity	Existing rate of admission	Proposed rate of admission
Gold	12	100	130
Elite	442	80	110
Economy	108	60	60

SCREEN 2:

Class	Capacity	Existing rate of admission	Proposed rate of admission
Gold	16	100	130
Elite	518	80	110
Economy	92	60	60

SCREEN 3:

Class	Capacity	Existing rate of admission	Proposed rate of admission
Gold	14	100	130
Elite	251	80	110
Economy	68	60	60

5. The District Collector, Sri Potti Sriramulu Nellore in his further letter has stated that Sri Y. Leela Prasad, General Manager, M/s Krishnaveni Film Exhibitors Private Limited, Nellore has put in a petition stating that they have installed all safety requirements of fire fighting as specified in the National Building Code. They are maintaining computerized Integrated Ticketing system for enabling transparency and accountability, they are providing adequate parking area to accommodate cars, two wheelers etc., they are offering modern Xenon Console Projection with Barco Digital 4k Projection, Stadium Style high back seating and family seats arm-rests, high levels of hygiene, variety food and beverages and that high service standards are being maintained in the theatres.

6. The District Collector, Potti Sriramulu Nellore has requested the Government for conversion of existing S2 Cinemas Screen-1, Screen-2 and Screen-3 (formerly Raghava Cine Complex Screens, naming as Krishna, Kaveri and Kalyani) into Multiplex with the enhanced rates of admission and to continue 5 shows per day for 3 screens as the Management had furnished all the No Objection Certificates from the respective Departments like Revenue Divisional Officer, Nellore, Superintendent of Police, Nellore, Municipal Commissioner, Nellore , Executive Engineer Roads & Buildings and others concerned.

7. Government after careful examination of the matter, hereby and in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act,1955 and under clause (a) of sub rule (3) of Rule 11(B) of the Andhra Pradesh Cinemas (Regulation) Rules,1970, hereby permit the Management to convert M/s. Krishna, Kaveri and Kalyani theatres (Presently known as S2 – Screen 1, 2 and 3), Nellore into Multiplex Complex and limiting the number of shows to five (5) per day between 10.00 A.M. to 1.00 A.M.. The rates of admission allowed for all the three (3) screens are as stated below:-

Class	Existing rates of admission	Proposed rate of admission
Gold	100	130
Elite	80	110
Economy	60	60

8. The grant of conversion into Multiplex and the special rates of admission allowed are subject to the conditions laid down in the Annexure appended to this order, being strictly fulfilled by the Management M/s. Krishna, Kaveri and Kalyani theatres (Presently known as S2 – Screen 1, 2 and 3), Nellore.

9. The District Collector and Magistrate, Sri Potti Sriramulu Nellore shall take further necessary action accordingly in the matter.

**Dr.B.PRASADA RAO,
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Collector and District Magistrate, Sri Potti Sriramulu Nellore.

Copy to :-

Sri M. Adithya Reddy, Authorized Signatory of Krishnaveni Film Exhibitors Pvt. Ltd., Nellore .

The P.S. to Hon'ble Chief Minister and Minister for Cinematography.

The P.S to Principal to Government, Home Department.

Sc/Sf.

// FORWARDED :: BY ORDER//

SECTION OFFICER

ANNEXURE
CONDITIONS FOR MULTIPLEXES

- a) The CCTV system shall be maintained without any interruption.
- b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

- 1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- 2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.
- 3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.
- 4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- 5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions)
- 6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre –Hon'ble Supreme Court Directions).
- 7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).
- 8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (*Uphaar Theatre – Hon'ble Supreme Court Directions*).
- 9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- 10) The Management should facilitate periodical inspection by the Fire Officer concerned.

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- 11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- 12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.
- 13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.
- 14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.
- 15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.
- 16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.
- 17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with warm running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.
- 18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.
- 19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.
- 20) Fresh and clean drinking water must be provided for the patrons.
- 21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.
- 22) There should be smooth finish in the space between the road and entry/exit of the Mall.
- 23) There are minor signages and painting to be completed at basement levels III & IV. There should be finished before operating the Cinema theatre.
- 24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 1:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

**Dr.B.PRASADA RAO,
PRINCIPAL SECRETARY TO GOVERNMENT**